

PROJECT NUMBER: 4024
PROJECT TITLE: Japan Product Development
PROJECT LEADER: S. B. Nelson
PERIOD COVERED: April, 1989

I. MERIT LIGHTS

- A. Objective: To develop a 7 mg tar product to compete with Mild Seven Lights among mainstream Japanese smokers.
- B. Status: Specifications for Merit Lights KS Box were transferred to Manufacturing. Production of this new packing is planned to begin May 8th with a national introduction in August 1989.

II. LARK 1989 PROGRAM

- A. Objective: To optimize the subjective acceptance of the Lark family while retaining the Lark character.
- B. Status: The Danchi test results of the Lark Milds blend/tar evaluations were received and analyzed. The results indicate that there is no statistically significant difference between the two blends on the liking scale. However, there was statistical difference on the irritation scale with the GLC-3 blend being rated as less irritating. Regardless of blend, Lark Milds at 9.5 mg FTC tar was rated statistically less irritating and less strong than the current Lark Milds at 11.5 mg FTC tar. Both the 11.5 mg and 9.5 mg FTC Lark Milds were equally rated on the liking scale.

Topline results from Lark Milds PMI blend test indicates there is no significant difference between the current blend and the GLC-3 blend among Lark Milds, Cabin Milds and Mild Seven Lights smokers.

The Lark Danchi test to evaluate the current blend versus the GLC-3 blend at lower tar deliveries was shipped. Results are expected the week of June 5th.

The production of the new Lark KS Box packing at 15.5 mg FTC tar was initiated. This product will be introduced in June 1989. Initial shipments of the Lark KS SP and Lark 100's SP with the FTC tar reduced to 15.5 mg/cigt. will arrive in May 1989.

Studies continued to evaluate how to reduce the current level of ventilation variability in the Lark products. Filters with alternative combining wraps and other experimental models were manufactured for evaluation on Lark Milds. These alternatives included Kimberly Clark's porous combining wrap without heat seal. In addition, discussions were held with Dexter to determine if they were able to provide an improved combining wrap for the Lark family. Samples of their commercially available porous wraps with heat seal were presented for our evaluation.

III. BACKGROUND TESTING

- A. Objective: To assess the impact of a recessed filter on Japanese consumers' subjective response.
- B. Status: Results of the Danchi test to study the impact of selected filter designs were received and analyzed. The analysis of the liking scale indicates that the panelists equally rated the standard dual filter, the flush filter with mouthpiece paper and the recessed filter model, when all the models had the same tar delivery. However, the recessed filter model at reduced tar (9.5 mg/cigt.) was rated significantly lower on the liking scale.

IV. CHESTERFIELD

- A. Objective: To develop an 11 to 12 mg tar American blended product.
- B. Status: The repeat PMI test of Chesterfield with GLC-3 blend versus Lucky Strike was shipped. Results are expected the week of June 5th. In addition, cigarettes for a Danchi test to evaluate alternative blends for Chesterfield were made in Semiworks. The four models to be tested are as follows:

- o GLC-3 Blend/Famous B Flavor System
- o Famous Blend/Famous B Flavor System
- o Target Blend/Famous B Flavor System
- o Lucky Strike

Results are expected in June 1989.

V. ULTRA LIGHTS

- A. Objective: To develop an ultra light product for the Japanese market.
- B. Status: Cigarettes were made for a Danchi panel evaluation of two ultra light models. The two models - Mount blend and Natural Blend "E" at 5.0 mg FTC tar/cigt. - will be tested with Caster and Caster Milds.